



Media Announcement

FOR IMMEDIATE RELEASE

Contact: Randy Mason
Executive Producer Cultural Affairs
816.398.4267
rmason@kcpt.org

KANSAS CITY, MO, February 17, 2014: “Slice of Life” brings together an overlooked piece of regional history and the power of small town ingenuity and perseverance.

In this 30-minute documentary, Executive Producer/Host Randy Mason takes US 36 to Chillicothe, Missouri--where in the summer of 1928, sliced bread was made available for the first time anywhere. Otto Rohwedder invented that slicer, Frank Bench put it to work in his bakery, and from then on, the sandwich was never the same.

It all might sound silly, but there’s a serious side at work here as well. At a time when rural communities are struggling to survive, finding a “hook” (even an offbeat one) can lure visitors (and their dollars) to town. And Chillicothe’s been working diligently at it for the last decade, with murals, merchandise, and bread baking contests—ever since a local reporter first stumbled across the long-forgotten fact.

Light-hearted but still respectful, the recipe for “Slice of Life” blends innovation, creativity and a colorful set of characters, fueled by genuine pride in their hometown.

Airs on KCPT Thursday, February 20 at 7pm

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